



Data and Privacy File Guides

Apple Media Services: Video Promotional Play Events

July 2023

File name Video Promotional Play Events.csv

File description This file contains information related to the contents that are played/displayed before the selected content begins.

Why Apple keeps this information Apple retains this information in order to optimize the engagement of the contents that are played/displayed before the selected content begins and offer personalized content promotion.

Field Name	Details
Apple ID Number	Apple account identifying number
Event Time	Date and time when pre-roll contents were served to user
Is Skippable	Whether the user engaged with Skip Intro feature when bookend contents are skippable
Promotion Content Name	Name of the promotional content